TV Forecast

RINK, FRED
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CHICAGO 34, ILL.
97-177

FEBRUARY 25, 1950

CTS

Chicago's largest independent television service company

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LETTERS to the Editor

Your Voice in Video
In Chicagoland

Sir:

Is it true that Claude Kirchner and Mary Hartline are soon to wed?

Chicago, Ill. MARGE ZIMMERMAN

Ed. Note: No. Miss Hartline in real-life is Mrs. Harold Stokes. Mr. Kirchner is also married.

Sir:

We would like later and better programs for Saturdays.

Chicago, Ill. JOSEPHINE STIPEK

Sir:

Last year I watched a fine TV show called "Sing-Co-Pation" with more than terrific Delores Marshall. She is the most telegenic gal I've ever seen—most natural and pleasing. My friends and I considered this fast 15 minute musical the highlight of every Sunday. We'd like to know what happened to Delores?

Chicago, Ill. LEW SANKA

Ed. Note: Delores is still in Chicago, and ready if a sponsor is interested. Many WENR-TV fans agree with you.

Sir:

I wish there was some way to get Al Morgan to change his time so he would not be on the same hour as Arthur Godfrey and Harold Isbell's "Stop, Look and Learn" each Wednesday.

Aurora, Ill. MRS. I. G. BLISS

Sir:

Is it true that little Junie Keegan of the Paul Whiteman show is blind?

Chicago, Ill. C.W.

Ed. Note: No. Someone is pulling your leg.

Sir:

How about a kind word for the greatest accordion player of the younger set, Dick Contino? If you could squeeze in a tiny picture of him it would be swell.

Chicago, Ill. KATHLEEN BOBRUK

Ed. Note: When Dick appears on a regular TV show we'll be on hand to interview him for all our readers.

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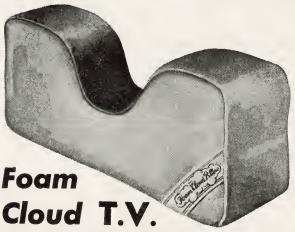
with a



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Patricia E. Moran

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ART DIRECTOR
Herman H. Block

ON THE COVER
Janette Davis and Arthur Godfrey are photographed during a rehearsal of their WBKB telecast. The story of how Godfrey entered showbusiness is told in a feature appearing this week.

NEXT WEEK "Professuh Kay Kyser"
Meet an old radio-friend, Ish Kabibble, the Honeydreamers, and the gang in next week's TV Forecast, on sale Friday at your newsstand!

CHANNEL ONE

Reason you won't see some of the finest kiddie films in the world on TV this year is due to decision by master-artist Walter Disney who has turned down a fat offer to release his collection . . . Robert Q. Lewis prizes his degree given him by the Gagwriters Institute . . . It's a Doctor of Satire. Lewis is collecting totem poles lately; it's his hobby. Know of any around your town?

Will Jerry Lester ever be able to replace Jack Carter? fans ask . . . Carter, our choice for 1950's top comic, should have no trouble ever finding a sponsor; he's hot . . . if you want to see him you'll have to dial NBC-TV this Saturday for the follies.

Ted Mack's help in the current Heart Fund campaign has drawn plaudits from Pres. Truman down . . . Mack and other TV people from New York to Los Angeles are showing no group has a bigger heart than showpeople . . . "One Man's Family" should be the best dressed show in video . . . Two San Francisco fashion firms provide complete wardrobes for the women on the program . . . Our gal readers will know what we mean when we reveal them as LilyAnn's and Magnin's . . .

Everyone in Chicago is hunting for the location of the much-rumored new antenna for CBS-TV . . . Bill Mauldin and Chester Gould are popular guest-artists on video . . . We're hoping to see the day when Gould, creator of "Dick Tracy" has his own show. Feel it will be a great help in combatting juvenile delinquency . . . Most popular young lady in television is Mercedes McCambridge. You may recall seeing her on the cover of our magazine the first of this year when we forecasted a bright future for the CBS-TV star . . . Happy to see Hazel Scott in her new show. Her showmanship will do much for video.

One of the most convincing reasons television set ownership has tripled during the past eight months is actress Marya Marco who plays the lead role in ABC-TV's Sunday telecast, "Mysteries of Chinatown" . . . Marya is the Dottie Lamour of the kinescope world, and no one seems to object to her scanty costumes!

If you're a racing bug, make note of this: CBS is angling for the rights to televise the classic Indianapolis Speedway 500-mile auto race . . . Look for Charlie Spivak to star in his own show . . . Dorsey Connors wondered why her phone rang 24 hours a day for five days, then learned her secret was spilled: the gal had two tickets to "South Pacific"

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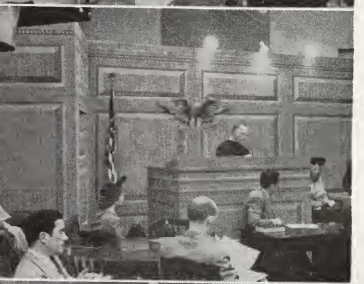

Barrister Makes Video His Hobby

A Chicago barrister, Charles Ralph Johnston, each week takes time out from his busy activities as a leading trial and appeal lawyer to star in WGN-TV's courtroom drama, "They Stand Accused."

If you're a new TV set owner, dial channel 9 this Sunday and watch this unrehearsed telecast, enacted so realistically that many viewers find it hard to believe it is staged in a studio.

Written by William Creighton Wines, assistant Attorney General, the show uses professional actors and actresses for the roles of witnesses. Actual attorneys, however, enact the roles of prosecutor and defense council.

Formerly known as "Cross Question," the drama never burlesques or treats lightly the American court, although there are times when "combopulation" results in a boner:

Once a doctor testified at length with respect to a little girl's broken spine, meanwhile holding up to the truthful camera lens an X-ray of a man's shin bone.

Chuck Johnston still laughs when he thinks of the time he tripped on his Judge's robes while mounting the bench, and suffered a slight loss of judicial dignity, while attempting to save himself from plunging headlong from the bench into the lap of the Clerk.

Johnston, who is a member of the Lake Shore Club, is watched each Sunday evening by fellow members who gather around the receiver in the club lounge.

As one friend of his said, "Maybe Godfrey makes more money than Johnston, but we'll wager Chuck has just as much fun!"

Birthday Gift A Problem?

Solve it with a subscription to TV Forecast, Chicago's exclusive weekly video newsmagazine. Your gift is really 52 gifts in one!

Dear Boss—

One of the most refreshing Mr. and Mrs. combinations is the new Clint and Jeanne Youle show now telecast on WNBQ by the Electric Association of Chicago.

I say refreshing because of the comfortable feeling you get as Clint and Jeanne explain jiggers and gadgets designed to make life easy, and thereby give you and the Mrs. more time for that time-consuming, wonderful invention called TV.

The fact that Clint skyrocked to fame as video's Weatherman—and won TV Forecast's ""Gook'' as the best Chicago news show—was taken into consideration when Axel Kahn, president of the association, looked for a team to promote the sale of time-saving devices.

Mrs. Youle, who can bake a neat cake or batch of 12 dozen cupcakes on the spur of the moment, is popular with the gals of Chicagoland because of her natural ways before the camera.

The first night McCarthy saw the show he was convinced the little woman needed an electric washer and dryer, so she too could watch afternoon shows like Kukla & Ollie and others. The feeling is mutual, if we are to believe friends we have canvassed in the immediate neighborhood. The days of outdoor privys and old-fashioned techniques in homemaking chores are over, TV has seen to that. Anyone who disagrees with that statement is a slave-driver, a meanie, a brute, a no-goodnick, and I challenge him at dawn with drawn sabers.

Our favorite producer, Reinald Werrenrath is behind-the-scenes.

Not to change the subject, but one of my favorite comics, Joey Faye, is doing a fine job headlining the "54th Street Revue" now seen on WBKB, channel 4. And his lovely songstress, Marilyn Day, is not hard on the eyes either. Remember her in the oast of "Finian's Rainbow?"

Your favorite critic can remember when Faye played with Phil Silvers in "High Button shoes," and the "Man Who Came to Dinner," "Room Service," and "Streets of Paris". Please don't confuse the latter with a side-show exhibit that ran at the Chicago World's Fair.

Faye's biggest accomplishment, as far as we're concerned, was the assignment of touring Europe with Marlene Dietrich's USO group. He called it a job!

Mrs. McCarthy at this point interrupts me to say she's bugs about Maryl Tucker, needlecraft expert, who can be seen ourrently on WGN-TV, channel 9. The little woman, already nuts about orocheting, is fascinated over the idea of learning to knit, design lamp shades, costume jewelry, and what-have-you. Already she has sent in for her kit. However, I'm waiting for the day you can get a TV camera for 150 boxtops!

All "needling" (pun) aside, the show has great possibilities and is ideal for television. Can you imagine trying to put the same thing across on radio, that old-fashioned monster?

Very truly,
CHUB McCARTHY

CAROL REED, midwest editor of "Living for Young Homemakers" can be seen this Tuesday on WBKB, channel 4. Miss Reed offers advice of interest to style-conscious viewers.

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MANUFACTURERS OF ALL TYPE BOOK COVERS

By BOB LEE

"My hobby of collecting records has not been stopped by TV," writes one of our readers. "If anything, it has made me buy more!"

It's understandable when disk fans see *Wayne King* and *Nancy Evans* on their set. The latest platter this group cut includes *Harry Hall* on *RCA Victor*. It's *Forever With You*, a lilting three-quarter time waltz done in King's inimitable style.

Reverse side is another lovely, *The Last Waltz* with vocal by Harry Hall. Nancy, Harry and the *Don Large Chorus* sing *Forever With You*, and it certainly pleases my ear.

The GE video show with *Fred Waring* each week seems to grow in popularity. In fact, I for one, cannot get enough of Waring, so my phonograph acts as a pacifier when television is done for the evening. There are many wonderful Waring albums on *Decca* label. To single out a few would be pure folly — *Listening Time, Jerome Kern Songs, Cole Porter Songs, Pleasure Time* and *Songs of Devotion* are probably my top favorites.

With the advent of *Decca* into the LP field, these superb sets are available on unbreakable disks at nominal prices.

Capitol records have a winner in smiling *Jack Smith*. You probably saw Jack guesting with *Milton Berle* or *Ted Cook* the other evening. His latest disking for *Capitol* is one of his best sung in Mexican, *Oye Negra*. Reverse side is *Mariachi Serenade*, another catchy song. This fellow Smith is the most brilliant of South-of-the-Border singers. It's No. 57-698 at your favorite music shop.

TV Forecast Now on Sale At Leading Newsstands

Hints for Better Viewing—Consult A TISA Service Man This Week—See List Below

Have you ever tried to put together a jig-saw puzzle with 9,000,000 pieces? That is the job your television set must do. The picture appearing on the picture tube is composed of 9,000,000 elements, that is light spots of varying intensity.

If your set is to do this highly complex job, it needs the assistance of a good service contractor.

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Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9:45 4 **Multiscope News** on ticker tape
10:00 4 **Movies for Kids** "Don Winslow of the Coast Guard" and "Ace Drummond" final episodes
1:25 4 **Basketball:** Navy vs. Notre Dame, Jim McManus announces
5:30 4 **To be announced.**
7 **Sagebrush Theater** western film, cowboys 'n Indian stuff
5:45 4 **Lucky Pup Review** Doris Brown introduces sequences from weekly series
9 **Trail Blazers' Theater** western film "Fighting Parson"
6:00 5 **American Forum of the Air** Theodore Granik moderator, discussion "Should Atomic Secrecy be Relaxed or Tightened?"
6:15 4 **In the First Person** Quincy Howe is host to distinguished guests
6:30 4 **Travel Time** films
5 **Mary Kay and Johnny** a mirthful episode in the life of the Stearns
7 **Lone Ranger** rides again in his fight for justice, Clayton Moore stars in "The Man With Two Faces"
6:45 4 **Film Shorts**
5 **Leon Pearson** and the news
9 **Dick Paige and Adele Scott** musical
7:00 4 **54th Street Revue** Joey Faye mc's variety with Marilyn Day, Joe Silver
5 **Saturday Night Revue** Jack Carter Show new hour variety show premiere, guest: Cass Daley
7 **Paul Whiteman's TV Teen Club** teen age amateurs present entertainment in the adult class
9 **Dinner Date With Vincent Lopez** Ann Warren & Lee Russell vocalists
7:30 9 **Inside Detective** starring Roscoe Karns as Rocky King
8:00 4 **Ed Wynn Show** presenting this master of comedy and his guests Mitzie Green, comedienne, William Farnum hero
5 **Saturday Night Revue** featuring Sid Caesar mc. Imogene Coca, Burgess Meredith guest mc. Gertrude Lawrence, Robert Merrill, Marguerite Piazza stellar lineup for this premiere performance
7 **Dr. Fixum** Art Younquist, top man with the extension cord crowd, gives out with useful information
9 **Cavalcade of Stars** Jackie Miles headlines the show this week, variety. Guest: Gigi Durston
8:30 4 **Telemovie Time** "Shanghai Gesture" Gene Tierney and Victor Mature star
7 **Cameraman At Large** film shorts
9:00 7 **Indoor Polo** tournaments between top teams described by Pat Flanagan
9 **Wrestling from Marigold** Jack Brickhouse and Harry Creighton describe Lord Jan Blears vs Joe Millick
9:30 5 **Grand Marque** feature film
10:30 4 **Saturday Movie Date** feature film "She's in the Army" Marie Wilson
11:00 9 **TV Forecast**
11:30 4 **Murder Before Midnight** film segment for quizzing

Stations reserve the right to change above listings without notice)

SUNDAY 3:35 P.M.

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THURSDAY 3:30-4:30 P.M.

TELE-TIP

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"PREMIERE PLAYHOUSE"

Beginning

MONDAY—MARCH 6TH, 8 P.M.

WENR-TV

Channel 7

ABC-TV in Chicago

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
12:00	7	**Bible Stories** Kay Morrow relates	
12:30	7	**Morris B. Sachs Amateur Hour,** Chicago's original amateur hour, this week an all adult show	
1:00	9	**Hudson Family Theater** feature film "Come on Tarzan" Ken Meynard; "Flaming Heart" Lillian Harvey	
1:30	7	**Lone Ranger** Saturday repeat	
2:00	4	**Soccer Football** Jos Wilson describes	
	7	**Hopalong Cassidy**	
2:45	5	**Nature of Things** Dr. Roy K. Marshall on "The Origin of the Planets"	
3:00	5	**Today With Mrs. Roosevelt**	
3:05	7	**Hollywood Reel** film	
3:20	7	**TV Tots Time** kids here it is	
3:30	5	**Meet the Press** discussion	
	7	**A Job Looking for You** commercial	
3:35	7	**Crusade in Europe** Eisenhower's book ch. 4 "Platform for Invasion"	
4:00	5	**Armed Forces Hour** "The Rifleman" What's in front of the infantry	
	7	**Super Circus** under the big tent	
4:30	4	**Weekly News Album**	
	5	**Serial:** "3 Musketeers" & "Uncle Geo."	
4:40	4	**Multiscope News** on the ticker tape	
5:00	5	**Hopalong Cassidy** another adventure	
	7	**Singing Lady** Ireene Wicker sings	
5:15	4	**Travel Time** films	
5:30	4	**Mr. I. Magination** Paul Trip	
	7	**Hollywood House** a typical inn	
	9	**Spell With Isbell** teams of the Danish Nat'l. group in costume	
6:00	4	**The Girls** flapper era comes to life	
	5	**Zoo Parade** Jim Hurlbut narrates	
	7	**Paul Whiteman Revue** musical, guests: Earl Wrightson, Connie Haines; setting will be in Swiss Alps	
	9	**Front Row Center** Phil Leeds	
6:30	4	**This Is Show Business** panel, guests Marsha Hunt and Alan Young	
	5	**Aldrich Family** domestic comedy	
	7	**Carolyn Gilbert Show** musical	
6:45	7	**Dr. Fixum** Art Youngquist and tips	
7:00	4	**Toast of the Town** Ed Sullivan mc Guest: Gordon Jenkins, vocalist	
	5	**Supper Club** Perry Como mc with Marion Hutton and Jack Douglas	
	7	**Think Fast** quiz, Mason Gross mc	
	9	**Mystery Players**	
7:30	5	**Colgate Theater** "The Long Young Dream" about two men in love	
	7	**Little Revue** finest in music & dance	
	9	**Chicagoland Newsreel Review**	
8:00	4	**Fred Waring Show** presents highlight in Italian music	
	5	**Philco Playhouse** "Home Town" with Faye Emerson & Barry Nelson	
	7	**Your Witness** mystery drama	
	9	**They Stand Accused** (see page 6)	
8:30	7	**Mysteries of Chinatown** drama	
9:00	4	**Feature film** "Great Guy" starring James Cagney	
	5	**Garroway At Large** relaxing entertainment in a sentimental mood	
	7	**Celebrity Time** quiz, guests: Paul and Grace Hartman, dancers	
	9	**Stars of Tomorrow** Lee Bennett mc	
9:30	7	**Youth on the March** religious	
	9	**Tele-Movie Time**	
	9	**Courtesy Theater** presents "Storm in a Tea Cup" Rex Harrison and Vivian Leigh	
10:00	7	**WENR-TV Playhouse** feature film "Let 'Em Have It"	
11:00	9	**TV Forecast**	

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WTMJ - TV PROGRAM SCHEDULE CHANNEL 3

Saturday

4:00 **Mr. Jaycee** handling civic problems
4:30 **Wild West Theater** Full length western
5:30 **Tele-Talent Time**
6:00 **American Forum of the Air**
6:30 **The Sports Picture** news and interviews
6:45 **Top Views in Sports** discussion
7:00 **Saturday Night Frolic** outstanding variety entertainment with top notch stars
8:00 **Basketball:** Marquette vs Michigan State
9:45 **Roller Derby** fast paced action
10:20 **News**
10:22 **Tomorrow's Television**

Sunday

2:00 **Meet the Artist** new ideas in drawing
2:15 **Bible Stories** presented for the children
2:30 **Hollywood Reel** film
2:45 **Stranger than Fiction** unusual items
3:00 **Grenadiers** "The band with a million friends" Musical & guests
4:00 **Wayne King Show** Nancy Evans, Harry Hall, vocalists; Don Large Chorus
4:30 **Super Circus** under the big top
5:00 **Singing Lady,** Ireene Wicker & tales
5:30 **High Life Time** Tommy Sheridan & trio
6:00 **Paul Whiteman** musical variety & guests
6:30 **Aldrich Family** Henry and Homer present a double problem
7:00 **Super Club** Perry Como & guests
7:30 **Colgate TV Theater** drama
8:00 **Philco TV Playhouse** drama
9:00 **Celebrity Time** quiz, Conrad Nagle mc
9:30 **Telenews** Weekly latest items
9:50 **Roving Cameras** news highlights
10:00 **Studio One** dramatic production
11:00 **You Are an Artist** Jon Gnagy
11:15 **Tomorrow's Television**

Monday

3:15 **George Comte** poetry, books, travel
3:30 **What's New in the Home** Cooking demonstrations & other topics discussed
4:00 **Feminine Viewpoint**
4:30 **Howdy Doody** a lovable puppet
5:00 **Cactus Jim** presents a western film
5:30 **Film Program**
5:45 **Vi and Jerry Wagner** piano & organ
6:00 **Kukla, Fran, and Ollie**
6:30 **Sports Picture**
6:45 **News Caravan** John Swayze reports
7:00 **Tele-Theater** drama
7:30 **Arthur Godfrey Talent Scouts**
8:00 **Candid Camera** Allan Funt at the mike
8:30 **Goldbergs** family life & its problems
9:00 **Film Program**
9:30 **Family Party** Tom Moore mc
10:00 **Guessing Game** features for viewers
10:30 **News**
10:32 **Tomorrow's Television**

Tuesday

3:15 **George Comte Show** Historical items
3:30 **What's New in the Home** Breta Griem
4:15 **It's Gimbel's Time**
4:30 **Howdy Doody** Bob Smith conducts
5:00 **Cactus Jim** western feature film
5:30 **Your Library Story** for the children
5:45 **Vi & Jerry Wagner** piano & organ
6:00 **Kukla, Fran, and Ollie**
6:30 **Sports Picture** news and interviews
6:45 **News Caravan** John Swayze reports
7:00 **Star Theater** Milton Berle & guests
8:00 **Fireside Theater** double film drama
8:30 **Life of Riley** Jackie Gleason stars
9:00 **Amateur Hour** Ted Mack conducts
10:00 **Square Dance Jamboree** learn how
10:30 **News**
10:32 **Tomorrow's Television**

Wednesday

3:15 **George Comte Show** discussion
3:30 **What's New in the Home**
4:00 **Feminine Viewpoint**
4:30 **Howdy Doody** puppet show
5:00 **Cactus Jim** western feature film
5:30 **Museum Explorers Club**
5:45 **Vi & Jerry Wagner** piano & organ
6:00 **Kukla, Fran and Ollie**
6:30 **Sports Picture** news and interviews
6:45 **News Caravan** John Swayze reports
7:00 **Arthur Godfrey and His Friends**
8:00 **Kraft TV Theater** drama
9:00 **Break the Bank** quiz, Bert Parks mc
9:30 **Salute to Wisconsin's Industry**
10:00 **Gay Rancheros** Pan-American tunes
10:30 **The Clock** drama of suspense
11:00 **News**
11:02 **Tomorrow's Television**

Thursday

3:15 **George Comte** books reviewed
3:30 **What's New in the Home**
4:00 **Film Program**
4:15 **It's Gimbel's Time**
4:30 **Howdy Doody** puppet show for kids
5:00 **Cactus Jim** western feature film
5:30 **Lucky Pup** Bunnin puppets perform
5:45 **Vi & Jerry Wagner** piano and organ
6:00 **Kukla, Fran, and Ollie**
6:30 **Sports Picture** news and interviews
6:45 **News Caravan** John Swayze reports
7:00 **Stop the Music** quiz, Bert Parks mc
8:00 **Kay Kyser Show** musical quiz
9:00 **Private Eye,** Martin Kane, drama
9:30 **Wrestling** from South Side Armory
10:55 **News**
10:57 **Tomorrow's Television**

Friday

3:15 **George Comte Show** discussion
3:30 **What's New in the Home**
4:00 **Feminine Viewpoint**
4:30 **Howdy Doody** puppet show for kids
5:00 **Cactus Jim** western feature film
5:30 **Little Amateurs** young talent
5:45 **Vi & Jerry Wagner** piano & organ
6:00 **Kukla, Fran and Ollie**
6:30 **Sports Picture** news & interviews
6:45 **News Caravan** John Swayze reports
7:00 **Mama** life with the Hansen family
7:30 **Show Business** variety and discussion
8:00 **Versatile Varieties** Harold Barry
8:30 **Big Story** reported gets the news
9:00 **Professional Boxing**
9:45 **Greatest Fights**
10:00 **TV Open House** young talent performs
10:30 **News**
10:32 **Tomorrow's Television**

ELOISE SAYS

"No, No, Hollywood!"

A TELEWAG this week described WENR-TV's Eloise McElhone—"McElhone has that shy tentativeness that induces you to drop your gun just as you're about to shoot her for being so clever."

Isn't that so? One of the few TV personalities invulnerable to the seductive lures of Hollywood, Eloise makes it clear she is not interested in making movies, that her heart is in video, and that she wants to stay in Manhattan. (Think Fast, Sundays, originates in New York.)

Course another important reason Eloise is interested in staying in Manhattan is her attitude toward a certain eligible male that cannot accurately be described as hostile.

Both attitudes are quite healthy, and the majority of her fans agree that Eloise should concentrate on TV. We predict that as the years go by, the glamor and lush of Hollywood will dissolve, and the idolized stars of tomorrow will be those not seen in theaters but in your homes. Already Eloise fits into the home picture. After she made her first radio appearance on "Leave It to the Girls" listeners began howling for more McElhone, so she was a natural for the program when it was converted to television.

Each week Eloise has four video shows, including the Sunday night "Think Fast" and her new "Eloise Salutes the Stars" (not seen in Chicago). Her week begins on Monday when she starts interviewing prospective guests. On Tuesday she's busy with rehearsals, and on Wednesday she records for a Sunday radio show. Thursday she pitches her tent in the New York public library, hoping she'll collect stray information that will enable her to answer the queries of Dr. Mason Gross, Dean of Liberal Arts at Rutgers University and MC of the quiz show.

Fridays and Saturdays find our girl Eloise tapering off, but frequently taking flying lessons on these days. She'll soon qualify for her pilot's license.

The story of Eloise does not start in the approved fashion of "tiny town to big city," because the vivacious televoluptuous Miss McElhone was born amidst the hustle and bustle of the city she loves, Manhattan. She attended schools in New York, finishing at Mrs. Roosevelt's Todhunter. After that she did a stint at the New York hospital as a volunteer worker in pediatrics for six months. Then she spent the same amount of time with an interior decorating firm.

The war skipped her in the United States government, where she worked three years with OPA rationing boards, ending up as supervisor of a food rationing division. Radio came into her life during this period in the person of an invitation to be on the panel of "Leave It To The Girls," which she accepted with much knocking of knees. But as she says, "I finally started to talk and have been talking ever since." Much to the listeners' satisfaction.

Following this was a period of public relations when she was one of New York's youngest account executives. But by this time radio was her big interest and she went into it completely with a discussion program, "Room 416."

Television then called for her pretty features and she co-emceed one of the first audience participation TV shows, followed in rapid succession by a series of video favorites.

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Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
1:30	9	**Chicagoland Newsreel**	
1:45	9	**Florence B. Ellis** book reviewer	
2:00	4	**Bill Evans Show** chatter and music	
	9	**Individually Yours** (this show will not be seen on Tues.)	
2:15	9	**Chicago Cooks** by Barbara Barkley	
3:00	4	**Homemakers' Exchange** recipes	
	9	**Stop the Record** Franz Weigel	
3:30	4	**TV Album** ticker tape news	
4:00	4	**Multiscope News** on ticker tape	
	9	**Women's Magazine of the Air** their first anniversary	
4:15	5	**Judy Splinters** puppet show	
4:30	4	**TV Billboard** ticker tape news	
	5	**Howdy Doody** a loveable puppet	
	9	**Telephone Game** Jim Ameche	
5:00	5	**Cactus Jim** western feature film	
	9	**Small Fry Club** Bob Emery hosts	
5:15	4	**Comic Capers** with Boo the bunny	
5:30	4	**Lucky Pup** Doris Brown femcee	
	9	**Trail Blazers' Theater** western film "Law of the Forty-fives"	
5:45	4	**Wrangler's Club** with Texas Bruce	
6:00	4	**Time for Beanie** and his sea serpent	
	5	**Kukla, Fran, and Ollie**	
6:15	4	**Man on the Street**	
	7	**Dinner Music**	
6:30	4	**CBS News** Douglas Edwards reports	
	5	**Showroom** with Roberta Quinlan	
	7	**Serial:** "Sign of the Wolf"	
	9	**Art Jarrett's Metropolitan Memo** guests: Hawaiian puppeteers	
6:45	4	**Window Shopping** Pat Banks	
	5	**News Caravan** John Swarze reports	
	7	**Paddy The Pelican** fun and fantasy	
	9	**Chicagoland Newsreel** local news	
6:55	4	**A Job Looking For You** commercial	
7:00	4	**Silver Theater** drama Geraldine Brooks, Richard Derr "For Richer, for Richer"	
	5	**Tele-Theater** drama "Adopted Son"	
	7	**Parade** the kids give out with some very good entertainment	
	9	**Film Varieties**	
7:30	4	**Talent Scouts** Arthur Godfrey mc	
	5	**Voice of Firestone** Helen Traubel	
	7	**Cameraman At Large** film shorts	
	9	**Al Morgo Show** musical variety	
7:45	7	**You the Taxpayer** timely info.	
8:00	4	**Candid Camera** Allan Funt narrates	
	5	**Lights Out** drama "Portrait of a Dead Man" by Geo. Lefferts	
	7	**WENR-TV Playhouse** feature film	
	9	**World Is Yours** travel film "Work and Play in Belgium"	
8:15	9	**Judy Talbot** vocalist, premiere	
8:30	4	**Goldbergs** starring Gertrude Berg. Molley goes job hunting	
	5	**Robert Montgomery Presents** "The Male Animal" with Elliott Nugent and Martha Scott	
	9	**Boxing Bouts**	
9:00	4	**Studio One** drama "Willow Cabin"	
	7	**Wendy Barrie** interviews the stars	
9:30	5	**Who Said That?** panel includes Oscar Levant and Elsa Maxwell	
	7	**Flana-Grams** sports commentary	
10:00	4	**Ernie Simon,** The Curbstone Cutup	
	5	**Weatherman** Clint Youle	
10:10	5	**Clifton Utley** and the news	
10:15	4	**Wrestling** from Hollywood films	
10:25	5	**Dorsey Connors** and commentary	
10:30	5	**But Not Forgotten** Herbie Mintz	
10:45	5	**Let's Look at Sports** Tom Duggan	
	9	**Chicagoland Newsreel** local news	
11:00	4	**Murder Before Midnight** film segment	
	9	**TV Forecast**	
11:30	4	**Pix of the News** Ulmer Turner	

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Wednesday—5:30 P.M.

A real treat for the children! Games, songs and story telling, presented by Rita Farnon, Chicago's loveliest mother, and her two daughters, plus a group of talented young guests

Watch Them Every Week

Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9:30 4 **Bill Evans Show** interesting tales, a little nonsense, and some music
9 **Chicagoland Newsreel** local news
1:30 9 **Chicagoland Newsreel** local news
1:45 9 **Florence B. Ellis** book reviewer
2:15 9 **Chicago Cooks** Barbara Barkley and taste tempting dishes to delight the viewer's palate
3:00 4 **Homemakers' Exchange** Louise Leslie conducts the recipe center
9 **Stop the Record** Frann Weigel
3:30 4 **TV Album** ticker tape news
4:00 4 **Multiscope News** on the ticker tape

5 **Adventures in Electric Living.** Clint & Jeanne Youle discuss merits of electric gadgets in the home

9 **Hi Ladies** Claude Kirchner and a show of interest to homemakers
4:15 5 **Judy Splinters** voiced by Shirley Dinsdale & general entertainment
4:30 4 **TV Billboard** ticker tape news
5 **Howdy Doody** puppet for kids featuring also Dilly Dally, Flap Doodle, and Mr. Bluster for entertainment
4:30 9 **Telephone Game** Jim Aroneche stars
5:00 4 **Cactus Jim** western feature film
9 **Small Fry Club** Bob Emery presents a film & cartoon for youngsters
5:15 4 **Comic Capers** magic & fun with Don, Vera, and Boo the magical bunny
5:30 4 **Lucky Pup** Doris Brown femcee introduces Foodini, the good magician, vs. alias Phineas P. Pinch or Jesse J. Lightfinger, the wicked one
5 **Pet Shop** Gail & Gay Compton discuss care and problems of raising pets
9 **Trail Blazers' Theater** western film "Mystery Range"
5:45 4 **Wrangler's Club** with Texas Bruce introducing his western pals
6:00 4 **Time for Beanie** and his adventures on his houseboat with the educated sea serpent
5 **Kukla, Fran, and Ollie,** Cecil Bill, Fletcher Rabbit, and all the others
6:15 4 **Sing for Your Supper** Jane Clemens with a delightful interim of music
7 **Dinner Music** entertaining interlude
6:30 4 **CBS News** Douglas Edwards reports
5 **Wendy Barrie Show** interviews with stars & gossip about Hollywood
7 **Serial:** "Sign of the Wolf"
9 **Hobby Parade** Walt Newton shows you what to do with leisure time
6:45 4 **Window Shopping** John Dunham & Pat Banks take you on a mythical tour
5 **News Caravan** John Swayze reports
7 **Paddy the Pelican** sage of the woods; fun & fantasy for little folk
9 **Chicagoland Newsreel** local news
7:00 4 **Frontier Theater** western film
5 **Star Theater** starring Milton Berle with outstanding guest stars
7 **Comedy Carnival** film of ancient vintage and sometimes stars to match
9 **Court of Current Issues** round-table discussion on topics of day
8:00 4 **Movie Money** Russ Davis presents a quiz on the old time comedies
(Continued on page 17)

Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
			Fireside Theater two dramatic short stories presented on film
			Cavalcade of Bands features the music of Vaughn Monroe
			On Stage David Pritchard and his musical madman make music?
8:15			**Individually Yours**
8:30			**Suspense** a drama guaranteed to keep you on the edge of your seat
			Life of Riley Jack Gleason as Riley is in & out of scrapes
			Wrestling from Midway Arena, Vince Lloyd announces pro matches
9:00			**Film Varieties**
			Original Amateur Hour Major Bowes show now conducted by Ted Mack
			Tomorrow's Champions boxing with Wayne Griffin announcing
9:15			**Carol Reed Show** (See pg. 8)
10:00			**Ernie Simon,** The Curbstone Cutup, on his favorite corner
			Weatherman Clint Youle discusses tomorrow's data
10:10			**Clifton Utley** and late news
10:15			**Ulmer Turner** and the news
10:25			**Dorsey Connors** comments on subjects of interest to all
10:30			**Joe Wilson's Sports Roundup** summation of happenings in sport world
			But Not Forgotten Herbie Mintz and tales of past showmen
10:45			**Murder Before Midnight** portion of film shown for quizzing
			Let's Look at Sports Tom Duggan and guest discuss a sport
			Flana-Grams sports commentary
			Chicagoland Newsreel local news
11:00			**TV Forecast**

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on Channel 9

Enjoy this half hour of fun every Tuesday and Thursday with genial *Claude Kirchner* and surprise guest stars.

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
1:45	9	**Chicagoland Newsreel** local news	
2:00	4	**Bill Evans Show** interesting tales	
	9	**Needlecraft Parade** Maryl Tuck with hints and tips in this art	
2:15	9	**Chicago Cooks** by Barbara Barkley	
3:00	4	**Homemakers' Exchange** recipes	
	9	**Stop the Record** Frann Weigel	
3:30	4	**TV Album** ticker tape news	
4:00	4	**Multiscope News** on ticker tape	
	9	**Women's Magazine of the Air**	
4:15	5	**Judy Splinters** the puppet girl	
4:30	4	**TV Billboard** ticker tape news	
	5	**Howdy Doody Show** with Bob Smith	
	9	**Telephone Game** Jane Quinlan stars	
5:00	5	**Cactus Jim** western feature film	
	9	**Small Fry Club** with Bob Emery	
5:15	4	**Comic Capers** read the funnies	
5:30	4	**Lucky Pup** Foodini as good magician	
	5	**Fun Town** Rita Franon & daughters	
	9	**Trail Blazers' Theater** western film "Ghost Patrol"	
5:45	4	**Wrangler's Club** with Texas Bruce	
6:00	4	**Time for Beanie** and his adventures	
	5	**Kukla, Fran, and Ollie** have another exciting adventure	
6:15	4	**Sing for Your Supper** Jane Clemens	
	7	**Dinner Music**	
6:30	4	**CBS News** Douglas Edwards reports	
	5	**Showroom** with Roberta Quinlan	
	7	**Serial Film:** "Sign of the Wolf"	
	9	**Art Jarrett's Metropolitan Memo** musical, guest: Miss Switzerland	
6:45	4	**Earl Wrightson Show** musical	
	5	**News Caravan** John Swayze reports	
	7	**Paddy the Pelican** Sam Singer puppet	
	9	**Chicagoland Newsreel** local news	
7:00	4	**Arthur Godfrey and His Friends** read all about Mr. G on pg. 26, 27, 28	
	5	**Leave It to the Girls** ques. and ans.	
	7	**On Trial** discussion show	
	9	**Temptones with Nancy Wright**	
7:30	5	**The Clock** drama	
	9	**Stop, Look, and Learn** with the television "hat man" Harold Isbell	
	7	**To be announced**	
8:00	4	**Johnny's Western Theater** film	
	5	**Kraft Theater** drama "Mrs. Moonlight" with Mary Sinclair	
	7	**That Wonderful Guy** Neil Hamilton and Jack Lemmon in comedy series	
	9	**World Is Yours** travel "London"	
8:15	9	**Film Varieties**	
8:30	7	**Wrestling** from Rainbo Arena	
	9	**Famous Jury Trials** discussion	
9:00	4	**Tournament of Champions** boxing	
	5	**Break the Bank** Bert Parks mc, quiz	
	9	**Happiness House** featuring ventriloquist Jimmy Nelson and dummy Danny O'Day new variety show	
9:30	5	**To be announced**	
	9	**Four Star TV Theater** film "Wolf Call" John Carroll, Movita	
9:45	5	**Reported Missing** with Jim Hurlbut	
10:00	4	**Ernie Simon,** the Curbstone Cutup	
	5	**Weatherman** Clint Youle	
10:10	5	**Clifton Utley** and the news	
10:15	4	**Ulmer Turner** and late news	
10:25	5	**Dorsey Connors,** commentary	
10:30	4	**Man on the Street**	
	5	**But Not Forgotten** Herbie Mintz	
10:45	4	**Murder Before Midnight** film	
	5	**Let's Look at Sports** Tom Duggan	
11:00	7	**Flana-Grams** sports commentary	
	9	**Chicagoland Newsreel** local news	
11:15	9	**TV Forecast**	

(Stations reserve the right to change above listings without notice)

GAY COMPTON, 9 year old daughter of Gail Compton, "Pet Shop" owner, is pictured above with her favorite French poodle, Sissy. This WNBQ show can be seen this week on channel 5.

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Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
1:45	9	**Chicagoland Newsreel** local news	
2:00	4	**Bill Evans Show** items discussed	
	9	**Plan-a-Room** with Paul McAlister	
2:15	9	**Chicago Cooks** by Barbara Barkley	
3:00	4	**Homemakers' Exchange** recipes	
	9	**Stop the Record** Frann Weigel	
3:30	4	**TV Album** ticker tape news	
	7	**Homemakers Show** with Beulah Karney and Kay Morrow	
4:00	4	**Multiscope News** ticker tape	
	5	**Adventures in Electric Living** Clint & Jeanne Youle comment	
	9	**Hi Ladies** with Claude Kirchner emcee	
4:15	5	**Judy Splinters** and Shirley Dinsdale	
4:30	4	**TV Billboard** ticker tape news	
	5	**Howdy Doody Show** Bob Smith mc	
	9	**Telephone Game** Jim Ameche stars	
5:00	5	**Cactus Jim** western feature film	
	9	**Small Fry Club** with Bob Emery	
5:15	4	**Comic Capers** kids read the funnies	
5:30	4	**Lucky Pup** Doris Brown introduces	
	9	**Carson's Corral** with singing cowboy	
5:45	4	**Wrangler's Club** with Texas Bruce	
	9	**Trail Blazers' Theater** western film "Orphans of the Pecos" I	
6:00	4	**Time for Beanie** and his adventures	
	5	**Kukla, Fran, and Ollie**	
6:15	4	**Sing for Your Supper** Jane Clemens	
	7	**Dinner Music**	
6:30	4	**CBS News** Douglas Edwards reports	
	5	**Wendy Barrie Show** gossip, news	
	7	**Serial Film:** "Sign of the Wolf"	
	9	**Art Jarrett's Metropolitan Memo**	
6:45	4	**Window Shopping** Pat Banks	
	5	**News Caravan** John Swayze reports	
	7	**Paddy the Pelican** weaving tales of his wonderful world of woodland	
	9	**Chicagoland Newsreel** local news	
7:00	4	**What's My Line**	
	5	**Black Robe** police night court	
	7	**Stop the Music** Bert Parks asks for the tune and helps you guess	
	9	**To be announced**	
7:15	9	**Film Shorts**	
7:30	4	**Inside U.S.A.** variety	
	5	**One Man's Family** Bert Lytell and Marjorie Gateson star, domestic	
	9	**Hands of Murder** mystery drama "The Man Who Licked the City"	
8:00	4	**Film Shorts**	
	5	**College of Musical Knowledge** starring Kay Kyser, musical quiz	
	7	**Hollywood Screen Test** Neil Hamilton	
	9	**Morey Amsterdam Show** variety	
8:30	4	**Glamour-Go-Round** Ilka Chase commenting on Metropolitan scene	
	7	**Author Meets the Critics** discussion	
	9	**Wrestling** from Madison AC	
8:45	4	**To be announced**	
9:00	5	**Martin Kane** private eye, mystery	
	7	**Roller Derby** fast paced action	
9:30	5	**Wayne King Show** musical variety	
9:45	9	**TV Beauty Contest** Myron Wallace mc	
10:00	4	**Ernie Simon,** the Curbstone Cutup	
	5	**Weatherman** Clint Youle	
	9	**Wrestling** (continued)	
10:10	5	**Clifton Utley** and the news	
10:15	4	**Ulmer Turner** and the news	
	7	**Flana-Grams** sports commentary	
10:25	5	**Dorsey Connors** commentary	
10:30	4	**Joe Wilson's Sports Roundup**	
	5	**But Not Forgotten** Herbie Mintz	
10:45	4	**Murder Before Midnight** film	
	5	**Let's Look at Sports** Tom Duggan	
	9	**Chicagoland Newsreel** local news	

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"Adventures in ELECTRIC LIVING"

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Kohler Cards Click!

After 16 years of "blood, sweat, toil, and tears," the name of Fred Kohler is synonymous with successful mat promotion in Chicagoland.

The personable, young former junior heavyweight wrestling champ, whose grappling matches from the Midway Arena, Marigold Gardens, and Madison Arena are described over WGN-TV on Tuesday, Thursday and Saturday nights, credits television with making people more "wrestling-conscious."

"Of course, our crowds have not increased to any appreciable extent since the advent of television, but we realize the value of television in spreading the enjoyment of this sport as a form of top entertainment. We know that the time will come when we will be forced to use larger arenas to accommodate the increasing crowds whose interest has been stimulated by television.

A recent card at the International Amphitheatre, on which Don Eagle and Gorgeous George were the main feature and Jack Dempsey the referee, sold out a week in advance. In fact, we could have used 5,000 more seats!"

In 1949, Kohler's mat shows came to the surprising total of 250 in Chicago alone. He started off the year with a sell-out card of 13,643 at the International Amphitheatre, his largest promotion studio, with Gorgeous George vs. Ralph Garibaldi as the main feature.

A large picture of this capacity audience adorns the wall of his office at 1441 West Montrose avenue, from which he directs the Fred Kohler Enterprises. His right-hand man is the efficient Dick Axman, who at the moment I was talking to Kohler was arranging another appearance of the popular Jack Dempsey at another one of the many Kohler exhibitions.

Although it was a hard, long road, Kohler's present-day success ranks him alongside Mike Jacobs, Tex Rickard, and Jack Curley as great promoters. His long-distance telephone bill each month runs close to $300. He may be talking to Hans Schnabel in Honolulu one minute, and the next make a phone call to nearby Waukegan to arrange a mat card there.

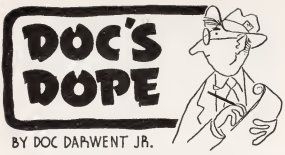
Fred Kohler, Chicago wrestling promoter, is shown mixing it up with former world's heavyweight champion Jack Dempsey, who now referees Kohler cards.

Australian tag team matches, as well as the regular exhibitions of hand-to-hand combat are featured on Kohler cards. The grapplers are paid well, receiving anywhere from $75 to $150 a match.

What's next on the horizon for the stocky gentleman?

Well, you can see what might happen if, say, Wrigley field were filled with 50,000 fans on a hot July night. Then everyone would know that wrestling has gone over on the big-time proportions of baseball and football. And that day may not be far off.

S. H. D.



In picking the greatest figure of each sport for the half-century just past, the Associated Press poll will certainly create much heated discussion among TV sports fans. So far, the picks have been Jim Thorpe in football, who has made numerous guest appearances on TV sports programs, now a member of the Philadelphia Eagles' publicity staff; George Mikan, who has thrilled television fans with his terrific basket-shooting, in basketball; Jack Dempsey in boxing, seen on the video screen as a mat referee; Bobby Jones in golf; Jesse Owens in track; Bill Tilden in tennis; and Babe Ruth in baseball.

While Jim Thorpe was great and Red Grange was the runnerup in the poll, what about Walter Eckersall, Ernie Nevers, Johnny Blood, and Don Hutson? And, of course, one could mention many more, such as George Gipp, Bronko Nagurski, and the Four Horsemen.

In basketball, you can't ignore Andy Phillip of Whiz Kids fame. And Hank Luisetti, second in the poll, certainly made a greater impression on the court over a decade ago than Mikan.

Moving over to boxing, what ever happened to Gene Tunney, Jim Corbett, Jack Johnson, Jim Fitzsimmons? Even Henry Armstrong, the only fighter to hold three world titles (featherweight, lightweight, and wetlerweight) at one time, placed only third behind Joe Louis and Dempsey.

In golf Bobby Jones was given the nod by overwhelming odds, but Byron Nelson, Ben Hogan, Walter Hagen, and Gene Sarazen, among others, could hold their own with the best on the golf links.

There is no doubt that Jesse Owens, winner of four titles in the 1936 Olympics, and recent guest star on TV sports

(*Continued on page* 24)

"WRESTLING FROM HOLLYWOOD"

with commentator
RUSS DAVIS

Friday at 10:15 P. M.

Over

WBKB

Enjoy fast and furious wrestling bouts featuring the nation's greatest wrestling stars direct from Hollywood.

Presented by

CHICAGO'S LAST SPORT SHOP

Your First Stop For Savings

10520 Indianapolis Avenue

Don't miss the
EXCITING
TV AUCTION FRIDAY!

EXPENSIVE ARTICLES
GO FOR
LIBBY'S LABELS!

"AUCTION-AIRE"

FRIDAYS AT 8 P.M.
WENR-CHANNEL 7

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
1:30	9	**Shopping Is Fun** Chuck Bill as "Friendly Frank" with tips and fun	
2:00	4	**Bill Evans Show** includes music, interviews, chatter for entertainment	
	9	**Chicagoland Newsreel** local news	
2:15	9	**Chicago Cooks** Barbara Barkley shows how to make those dishes	
3:00	4	**Homemakers' Exchange** favorite recipes are discussed	
	9	**Stop the Record** Frann Weigel	
3:30	4	**TV Album** ticker tape news	
4:00	4	**Multiscope News** on ticker tape	
	9	**Women's Magazine of the Air**	
4:15	5	**Judy Splinters** and a show that will intrigue the youngsters	
4:30	4	**TV Billboard** ticker tape news	
	5	**Howdy Doody Show** where Bob Smith and other friends entertain	
	9	**Telephone Game** Jane Quinlan	
5:00	5	**Cactus Jim** western feature film	
	9	**Small Fry Club** Bob Emery mc	
5:15	4	**Comic Capers** Don and Vera Ward	
5:30	4	**Lucky Pup** kids show	
	9	**Fairteen Club** Carol Lee holds a jam session for the teen-agers	
5:45	4	**Wranger's Club** Texas Bruce tells a story about his western friends	
6:00	4	**Time for Beanie** and his sea serpent	
	5	**Kukla, Fran, and Ollie** and entertainment for the whole family	
	9	**Trail Blazer's Theater** western film "Orphans of the Pecos"II	

(Continued on page 27)

RCA VICTOR
DISTRIBUTING
CORPORATION

Presents

"Lucky
Letters"

Every
Friday at
9:30 p.m.

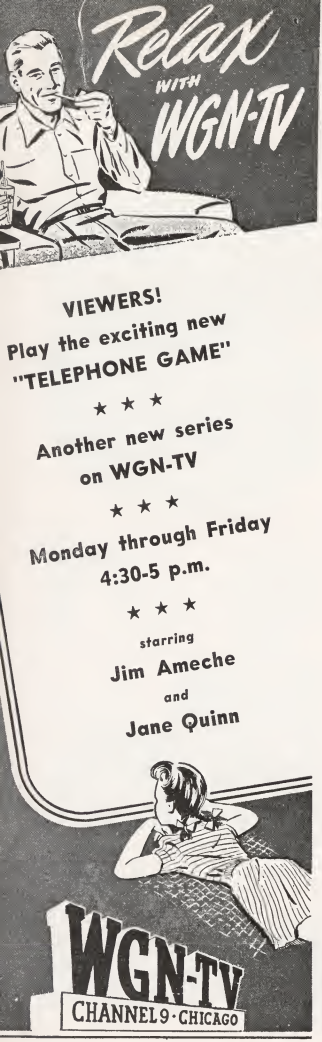
FRANKIE MASTERS
emcee
ON WBKB
CHANNEL 4

SEE YOUR FAVORITE
RCA VICTOR DEALER

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
6:15	4	**Man on the Street**	
	7	**Dinner Music** for a soothing interlude	
6:30	4	**CBS News** Douglas Edwards reports	
	5	**Showroom** with Roberta Quinlan	
	7	**Serial Film:** "Sign of the Wolf"	
	9	**Art Jarrett's Metropolitan Memo**	
6:45	4	**Sessions at Sanders** hot and hep swing with Chet Roble's Trio	
	5	**News Caravan** John Swayze reports	
	7	**Paddy the Pelican** tells of adventures	
	9	**Chicagoland Newsreel** local news	
7:00	4	**Mama** domestic comedy skits with Peggy Wood in leading role	
	5	**Quiz Kids** Joe Kelly quizmaster just can't seem to stump them	
	7	**Vaughn Shoemaker's Studio** newspaper cartoonist shows how it's done	
	9	**Cartune-O musical** quiz, Holland Engle mc, Nancy Wright, & Temptones	
7:15	7	**Kieran's Kaleidoscope** & Film Shorts	
7:30	4	**Man Against Crime** mystery drama Ralph Bellamy stars as sleuth	
	5	**Walt's Workshop** Mr. Durbahn suggests ideas for improving a closet	
	7	**Ruggles** domestic comedy starring Charles Ruggles & Ruth Tedrow	
8:00	4	**Actor's Studio** drama "The Apple Tree"	
	5	**Versatile Varieties** Harold Barry mc Guest: Monica Lewis, singer	
	7	**Auction-Aire** how many labels have you got? Might see something you'd like. Jack Gregson	
	9	**World Is Yours** topic: Bermuda	
8:15	9	**Film Varieties**	
8:30	5	**Big Story** reporter's report of an incredible jail break	
	7	**Majority Rules** quiz, Myron Wallace	
	9	**Viewpoints** Spencer Allen Interviews a guest on his ideas	
9:00	4	**Peoples Platform** discussion	
	5	**Cavalcade of Sports** boxing bouts	
	7	**Our Gal Toni** Miss Gilman interviews guests on their professions	
	9	**Amateur Boxing** from Madison AC	
9:30	4	**Lucky Letters** unscramble the word from musical, visual, or verse clue, Frankie Masters mc	
9:45	5	**Greatest Fights of the Century** Max Baer vs Tony Galento	
10:00	4	**Ernie Simon** the Curbstone Cutup	
	5	**Weatherman** Clint Youle describes phenomena of the atmosphere	
	7	**Courtesy Hour** variety Jim Moran mc, vocalist Danny O'Neill; Dorothy Dorben, dancer; Wilfred DuBois, juggler; Nobel trio, Ed Sarchex, songwriter	
10:10	5	**Films**	
10:15	4	**Wrestling from Hollywood** film of west coast matches described by Russ Davis	
10:25	5	**Dorsey Connors** of interest to all	
10:30	5	**But Not Forgotten** Herbie Mintz	
10:45	5	**Let's Look at Sports** Tom Duggan	
	9	**Chicagoland Newsreel** local news	
11:00	4	**Murder Before Midnight** film segment used as basis for quiz	
	9	**TV Forecast**	
	7	**Flana-Grams** sports commentary	
11:30	4	Pix of the News Ulmer Turner	

(Stations reserve the right to change above listings without notice)



Next Week: What About "House That Hockey Built"

You have heard about the "House that Ruth Built," otherwise known as Yankee Stadium. Beginning next issue look for the first of a two-part article on the "House That Hockey Built." What will happen to it? Has it reached its peak in attendance or will different, more effective promotion methods bring it even more increasing crowds? Be sure to see next week's issue and find out more about the "House That Hockey Built."

Doc's Dope - -

(*Continued from page* 21)

shows, was one of the great cinder pounders of all time, but such fine milers as Glenn Cunningham, Gunder Haegg, Lou Zamperini, and Don Gehrmann fit near the top somewhere. After all, the mile is THE top track event. And how about quarter miler Herb McKenley and Cornelius Warmerdam, the pole vaulter?

Before we forget, where should we put Paavo Johannes Nurmi, the famous Flying Finn from Abo, who on July 10, 1924, captured two Olympic titles (the 1,500 meters in 3:53.6 and the 5,000 meters in 14:31.2) not more than 45 minutes later? The next day the Finn came back to take the 10,000 meter cross country run, and on the third afternoon he equaled Owens' fete by taking his fourth Olympic crown in the 3,000 meters. In short, the question here is Nurmi's remarkable endurance in the distance runs versus Owens' tremendous speed and versatility (he broad-jumped also).

The tennis nomination of Bill Tilden brings little dispute, nor of Jack Kramer for the runner-up spot.

In baseball, how can you take the nod away from George Herman "Babe" Ruth? There are, of course, other spectacular players like Ty Cobb, Joe Di Maggio, Ted Williams, Walter Johnson, and Lou Gehrig. But the Babe was not only great as a pitcher and hitter, but at the gate. That's why Yankee Stadium is also well known as the "House that Ruth Built."

Name Favorite Australian Tag Team and Wrestler; Coupon Below

Commencing with this issue, TV Forecast is asking that avid sports fans who subscribe to our publication or buy it on the newsstands name their favorite wrestler and their favorite Australian tag team before midnight, Friday, March 17, 1950.

Will it be Don Eagle?

Is your favorite grappler Lou Thesz, Don Eagle, Billy Goelz, Argentine Rocca, Tarzan White, Primo Carnera, Cyclone Anaya, Walter Palmer, or some one else that you have seen over the WGN-TV, WENR-TV, or WBKB mat programs from wrestling in Hollywood, at Rainbo, Midway, Madison, Marigold Arenas? Will the Australian tag team choice be Ray Ryan and Wild Bill Brooks, Angelo Poffo and John Roy?

RUSSELL DUCK

Flana-grams Presents Prep Sports Feature

Flana-grams, a sports commentary program conducted by Pat Flanagan over Station WENR-TV every night at 10:15 p.m., during the present basketball season, carries an interview section in which Bob Russell and Harvey Duck, veteran members of the Chicago Daily News sport staff, participate.

The outstanding basketball player from one section of either the Chicago Public, Catholic, or Private leagues is picked and interviewed by either Duck or Russell. Until the first of April this program runs once a week, usually on Thursday evenings. Prep sports, in which there is widespread interest in the Chicago area, are an important part of the sports picture. On this program televiewers are able to become acquainted with some of the college and probasketball stars of the future.

Vote for Your Favorite Wrestler and Australian Tag Team

My favorite wrestler is.....

My favorite tag team is.....

.....

Clip out coupon and mail to Sports Editor, c/o TV Forecast, 185 N. Wabash, Chicago 1, before midnight, Friday, March 17, 1950.

It's Red Godfrey

WBKB's Man About TV

By PAT COOPER

AT age of 47, Arthur Godfrey probably has had more adjectives, superlatives and criticism lavished on him than and other personality in the history of television and radio.

Most people know the climax of the Godfrey story—he is now one of the top video stars, but Godfrey (seen on WBKB, CBS-TV) had a modest start that is unknown to most fans.

It happened in Baltimore one Saturday in 1929, when he was a young Coast Guardsman. While serving in the Navy (1920-24) Godfrey had become adept at the banjo and a welcome entertainer on shipboard. It was the same way in the Coast Guard. So, on this particular evening while he was relaxing in a Baltimore emporium with some buddies, they heard a program, "Saturday Night Function," coming over the air from Station WFBR. It was a late evening show on which amateur performers could just walk into the studio and demonstrate their talents.

Urged by his buddies, who thought that he could do as well as or better than the talent they were hearing, Godfrey went to the studio. He sang and played his banjo. The announcer asked him to come back another night, and before long, Godfrey got a sponsor. It was a pet shop and the pay was $5 a performance. He was billed as "Red Godfrey, the Warbling Banjoist."

Born in New York on August 31, 1903, Arthur Godfrey was reared in Hasbrouck Heights, N.J. His father was a newspaperman, magazine writer-editor, and lecturer. The son attended high school at Hasbrouck Heights for a year and a half, and received most of his education in the Navy and Coast Guard.

He left home at 15. His first job was office boy in an architect's office. On the day that he collected his first pay, he visited the Statue of Liberty, struck up an acquaintance and was promptly "rolled" of his money.

"I figure I am possibly the only man now alive who was rolled in the Statue of Liberty," he chuckles.

After that, he became a dishwasher, then went to work (fibbed about his age) for a World War I separation center in New Jersey. At 16, he worked as a tire finisher in Akron, Ohio, then went into the Navy.

He was graduated from the naval radio school at Great Lakes, Ill. and volunteered for duty as radio operator on a destroyer patrolling the Mediterranean during the Greco-Turkish War. After finishing his hitch in 1924, he worked at various jobs: factory hand,

short order cook, night manager at a hotel, taxi driver and cemetery lot salesman.

He was doing very well with the last until he tried to sell lots to the owner of a vaudeville act. Godfrey wound up owning half the act and the right to appear in it. They went on tour, and when the act folded in 1927 he joined the Coast Guard. He taught radio classes, was graduated at the top of his class in advanced math and was sent to Baltimore to help design radio equipment. Then came the amateur show—and you know the rest.

Godfrey lives on his 800 acre farm in Virginia with his wife and two children. He has an older son by a previous marriage. He is home only half of each week. When working in New York, he stays at the Hotel Lexington.

After broadcasting, his major interest is aviation. He is a veteran pilot, having first learned to fly while in the Navy. He owns and flies a Twin-Beach and a Navion. He is regarded as just about the best promoter for flying and safety in flying.

One night, in the early 20's of Godfrey's radio history, the regular announcer was late so "Red" was ordered to do the commercials, too. After hearing him speak lines, the station management decided he was a better announcer than singer, and after Godfrey obtained his release from the Coast Guard, he was made a staff announcer, later a manager.

Then followed what was, at the time, a tremendous offer to Godfrey, an opportunity to move to Washington and a post on NBC's staff there. He was a conventional announcer, broad "A" and all, until 1931, when he had an automobile accident. In the hospital for many months, recovering from 47 fractures, he had nothing to do but listen to the radio. It was there that he evolved a new theory of personalized broadcasting—to one person rather than to an audience. When he got back to work he put his theory into practice on an early morning program. The climb up the ladder had started.

He began to get away from the orthodox style of radio commercials. He was the pioneer of "kid the commercial copy" technique. Many have tried to imitate his unique style.

One day, he received copy for a Washington department store about "filmy, clingy, alluring silk underwear

(*Continued on page* 28)

Right: Photo of Godfrey taken from TV receiver

It's Godfrey . . .

(*Continued from page 27*)

in devastating pink and black . . . " Unabashed, Godfrey got off some irreverent remarks about the copy. He thought that he would be fired, but the store was swamped with buyers eager to find the underwear that made Godfrey's face red.

In addition to his early morning radio program, Godfrey had to announce for network programs on an almost 'round-the-clock schedule. One day, in a revolt against overwork, he was fired. He was discouraged and went into obscurity, helping a friend who was running a flying school in Virginia. He was rescued by Washington radio editors who kept "looking for Godfrey" in their columns. Shortly after, CBS' Washington station (then WJSV, now WTOP) made him an offer and he started his early morning program there on January 15, 1934.

Godfrey was elated at the new opportunity, but worried a bit after he started because the rival station was importing a big leaguer from New York to compete with him. Godfrey asked the station's then general manager, Harry C. Butcher (later General Eisenhower's aide), to let him stay on the air 'round-the-clock the night before the other man began. He wanted to get a head start.

The date was January 26, 1934, and Godfrey went out to the station's transmitter in Alexandria, Va., to work that night. He asked listeners to phone in their record requests, and began getting calls from all over the country. Up in New York, a nice but lonesome gal began calling him. That went on for hours. Listeners could hear Godfrey talking with her, and with each call their conversation became more intimate.

Walter Winchell was listening and decided to find out what was going on. Finally, he got a call through to Godfrey and wound up by asking him to needle Ben Bernie, who was then a guest in Winchell's New York apartment. Next day, Winchell ran an item in his column and Godfrey recalls that it went something like this: " . . . add romances . . . Miss so and so of New York and Arthur Godfrey, of Alexandria, Va., (who is too big time for there). They cooed while a nation listened."

That was Godfrey's first national publicity break.

Godfrey went on to become king of his field in Washington, but up in New York his stuff was considered too provincial for sophisticated listeners. Or so they thought.

Then, in 1941, Station WCBS (then WABC) decided to give Godfrey a chance. He started there on April 27, 1941, and swiftly took over the early morning field (he was heard from 6:00 to 7:45 AM, six days a week). He continued his broadcasts on CBS' Washington outlet.

Godfrey's uninhibited style endeared him to sponsors and listeners alike. He built a tremendous local following in New York, as he had in Washington.

In 1945, Godfrey convinced CBS that he deserved a chance to try his stuff on the network. They gave him a half hour of network time at an early morning hour, a studio, orchestra, singer and quartet. National recognition came slowly. In 1946, he started his "Talent Scouts" evening program. One year later, he was sponsored day and night. In 1948, he added another half hour to his daytime schedule and took on a full hour television program (Wednesdays), "Arthur Godfrey and His Friends."

TV Forecast Now on Sale at Leading Newsstands

WLAV-TV CHANNEL 7, GRAND RAPIDS, MICHIGAN

provides this page for the convenience of viewers in Battle Creek, Kalamazoo, South Haven, Holland, Grand Haven, Muskegon, Greenville and intermediate points with primary TV coverage. Affiliated with ABC, CBS, DTN and NBC

Saturday

7:00 Test Pattern
7:15 Top Views in Sports
7:30 Lone Ranger. Adventures with the hero of the west
8:00 54th Street Revue Joey Faye mc with Marilynn Day and a host of stars in this variety show
9:00 To be announced (could be NBC show from N. Y.)

Sunday

5:45 Test Pattern
6:00 Singing Lady with Ireene Wicker
6:30 Hopalong Cassidy. Films
7:30 This Is Show Business. Clifton Fadiman m.c. on this variety show where a panel of Abe Burrows, Geo. Kaufman, and guest try to solve the problems of the famed and near-famous
8:00 Supper Club. Perry Como and the Fontane Sisters with musical variety
8:30 Little Revue. Musical variety
9:00 Philco Playhouse. Dramatic presentations
10:00 Garroway At Large, with Dave, Connie, Betty and Cliff
10:30 Youth on the March. Religious program

Monday

1:00 Test Pattern
4:00 Homemaker's Exchange. A cooking school conducted by Maggie Young
4:30 Test Pattern
6:00 Cactus Jim. A western film for the kids
6:30 News and Events
7:00 Kukla, Fran, and Ollie and the rest of the Kuklapolitan players
7:30 News and Events
8:00 Tele-Theater. Drama
8:30 Film Varieties
9:00 Lights Out. Mystery drama
9:30 Film Varieties
10:00 Studio One. Drama

Tuesday

1:00 Test Pattern
4:00 Homemaker's Exchange. Louise Leslie
4:30 Test Pattern
6:00 Cactus Jim. Western film
6:30 News and Events
7:00 Kukla, Fran, and Ollie
7:30 Wendy Barrie Show interviews with the stars and gossip about Hollywood
7:45 News and Events
8:00 Feature Film
9:00 Film Varieties
9:30 Life of Riley with Jackie Gleason as Cheater A. Riley and Rosemary DeCamp as his faithful wife
10:00 Amateur Hour with Ted Mack, m.c.

Wednesday

1:00 Test Pattern
4:00 Homemaker's Exchange. Interesting recipes
4:30 Test Pattern
6:00 Cactus Jim. Tales of the west
6:30 News and Events
7:00 Kukla, Fran, and Ollie. Enjoyment for the whole family.
7:30 The Clock dramatic production of suspense
8:00 Arthur Godfrey and his friends
9:00 Film Varieties
9:30 Wrestling. The sport that is intriguing the nation
10:00 Break the Bank with Bert Parks asking the questions.
10:30 Wrestling (continued).

Thursday

1:00 Test Pattern
4:00 Homemaker's Exchange. Cooking School
4:30 Test Pattern
6:00 Cactus Jim. Western feature
6:30 News and Events
7:00 Kukla, Fran, and Ollie
7:30 Wendy Barrie Show latest dope from the center of filmdom
7:45 News and Events
7:55 Teletone Varieties
8:00 Stop the Music. Bert Parks asks you to name the "Mystery Melody."
9:00 Kay Kyser's College of Musical Knowledge. Musical quizzes

Friday

1:00 Test Pattern
4:00 Homemaker's Exchange. Favorite recipes
4:30 Test Pattern
6:00 Cactus Jim. Western feature
6:30 News and Events
7:00 Kukla, Fran, and Ollie
7:30 News and Events
7:55 Teletone Varieties
8:00 Film varieties
8:30 Man Against Crime, with Ralph Bellamy as Detective Mike Barrett
9:00 Actor's Studio drama
10:00 Boxing Bouts

Programs are subject to change without notice.

Win a Record Album of Your choice

For the Best Letter of the Week!

Here is the official Entry Blank for the Weekly Best Record contest being conducted by *TV Forecast*.

Rules of the contest are printed elsewhere in this issue. Read them carefully, then fill in the blank, clip it, and mail to Bob Lee, Contest Editor, % TV Forecast, 185 N. Wabash, Chicago 1.

"My Favorite ..... record of the
(Brand)
week is ..... If I am winner,
(Title)
please send me the following album .....
My name is .....
Address .....
(Street)
City..... Zone..... State.....

Address entry to Bob Lee, Contest Editor, TV Forecast, 185 N. Wabash, Chicago, 1. 2/25

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evanston, ill.
BECKERS
801 Dempster St. UNiversity 4-1640

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AIR VISION, INC.
1185 Wilmette Ave. Wilmette 6050
18 S. Genesee St. Ontario 2150

michigan city, ind.
CITY RADIO
1113 Franklin St. Michigan City 422

gary, ind. and vicinity
STREIGHT TELEVISION REPAIR
118 W. 5th Gary 6864

whiting, ind.
RADIO CENTER
1542 119th St. Whiting 307

hammond, ind.
MINER ELECTRONICS
7331 Calumet Ave. Sheffield 1653

southern cook county
B & H
RADIO SALES & SERVICE
60 East 154th St. Harvey 400

Collier's To Salute Kukla, Fran & Ollie

"Allison in Wonderland," a feature article on Fran Allison and her adventures with Kukla and Ollie, the telepuppet creation of Burr Tillstrom, will appear in the March 4 issue of Collier's magazine on sale today.

Written by Bill Fay, the story of WNBQ's top children show is illustrated with color photos.

CHICAGO SERVICE COMPANIES

north

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. BUckingham 1-7373

BRUMLIK RADIO & TELEVISION
7004-6 N. Western HO. 5-2949, 5-2895

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway LOngbeach 1-2250

TELE-TRONICS TV SERVICE CENTER
5738 Elston ROdney 3-2200

STEBBINS & STONE, INC.
2525 Lincoln Ave. DIversey 8-2525

northwest

VAHEY TELEVISION SERVICE
5837 N. Milwaukee Ave. ROdney 3-3400

TRYBUS RADIO & TELEVISION CO.
5247 W. Belmont PEnsacola 6-6034, 35

TELEVISION SERVICE INC.
3909 Irving Park COrnelia 7-4121

near north

FRITZEL RADIO & TELEVISION LABORATORIES
454 West North Ave. MIchigan 2-7100

AMERICAL RADIO SERVICE
1362 N. Sedgwick MOhawk 4-2300

FOSTER DAY & NIGHT TELEVISION SERVICE
3485 N. Clark GRaceland 7-2028

west

EXPERT RADIO & TELEVISION SERVICE
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southeast

SOUTH SIDE TELEVISION COMPANY
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south

AUBURN PARK ELECTRONICS
502 W. 79th St. STewart 3-6391

AMERICAN RADIO LABORATORY
6321 S. University FAirfax 4-9000

southwest

FRITZEL RADIO & TELEVISION LABORATORIES
6838 S. Ashland HEmlock 4-9700

central

RADIOELECTRIC SALES AND SERVICE
3624 W. North HUmbodlt 9-4441

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MAIL YOUR ORDER

Or Place It With Your Favorite Newsstand Dealer

Read about the adventures of Kukla, Fran and Ollie in Chicago's finest TV magazine.

Mail This Coupon Today!

TV Forecast, 185 North Wabash, Chicago 1, Ill.

Enter my subscription for ☐ **1 year @ $5.00** ☐ **2 years @ $8.00**

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Enclosed is postal money order or check for $.....

2/25

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